

AMENDMENT TO THE CLAIMS:

Please amend Claims 98 and 104 as follows:

Claims 1-97 (canceled)

Claim 98 (currently amended): A Web-based consumer product marketing communication network for managing and delivering consumer product marketing communications to consumers along E-Commerce (EC) enabled Web sites on the World Wide Web (WWW), including EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled Web site includes a plurality of HTML-encoded pages containing images and/or text descriptions of consumer products which are offered for sale through said EC-enabled Web sites and registered with said Web-based consumer product marketing communication network, said Web-based consumer product marketing communication network comprising:

a first Web-based subsystem, operably connected to the infrastructure of the Internet, for allowing product management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered with said Web-based consumer product marketing communication network, so that said plurality of MMVKs can be installed in and launched from a plurality of said HTML-encoded pages located in said EC-enabled Web sites, and accessible by consumers using a Web browser;

wherein each said MMVK, when generated by a first Internet-enabled information server operably connected to the infrastructure of the Internet, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources arranged for selection by the consumer using said Web browser,

wherein said one or more advertising spots, said one or more promotional spots and said set of CPI resources are served to said Web browser by a plurality of Web-based information servers, operably connected to the infrastructure of the Internet;

a UPN/URL database server, in communication with said first Internet-enabled information server, for storing and managing a UPN/URL link structure for each consumer product registered with said Web-based consumer product marketing communication network,

wherein each said UPN/URL link structure includes

(i) a Universal Product Number (UPN) assigned to the consumer product, and

(ii) a set of URLs specifying the location of a plurality of CPI resources located on the WWW, ~~for programming~~ operable to program said plurality of independently programmable display modes of said MMVK created and deployed for the consumer product identified by said UPN;

a second Web-based subsystem ~~for allowing~~ operable to allow product management team members to manage said CPI link structures for said plurality of consumer products, and independently program said set of CPI resources displayable during said CPI menu display mode of each said installed MMVK;

a third Web-based subsystem ~~for allowing~~ operable to allow members of the product management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots;

wherein each said MMVK is implemented employing (a) a computer-executable server-side component stored on said first Internet-enabled information server, and (b) a MMVK tag embedded within any of the HTML-encoded pages located in said EC-enabled Web sites, embodying a unique URL, and referencing said computer-executable server-side component;

wherein said computer-executable server-side component includes code specifying:

(i) a connection to said UPN/URL database server, and

(ii) a CPI query to be executed on said UPN/URL database server, and dependent on the UPN assigned to said consumer product; and

wherein, upon the Web-browser of the consumer encountering one said installed MMVK tag along at least one of said EC-enabled Web sites, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding

MMVK is generated by said first Internet-enabled information server and served to the Web browser, for display and review by the consumer at the EC-enabled Web site.

Claim 99 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein said CPI link structure further comprises:

(iii) at least one Trademark (TM) assigned to the consumer product.

Claim 100 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein, for each MMVK created and deployed for a registered consumer product on said Web-based consumer product marketing communication network, said computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 101 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein, for each MMVK created and deployed for a registered consumer product on said Web-based consumer product marketing communication network, the MMVK tag associated with the MMVK is embedded in a graphical component contained within one said HTML-encoded page.

Claim 102 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein, for each MMVK created and deployed for a particular consumer product on said Web-based consumer product marketing communication network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 103 (previously presented): The Web-based consumer product marketing communication network of claim 99, wherein said CPI link structure further comprises, for each consumer product,

(iv) a Product Descriptor (PD) associated with the consumer product; and

(v) a set of display attributes associated with each CPI resource in said CPI link structure.

Claim 104 (currently amended): The Web-based consumer product marketing communication network of claim ~~194~~ 98, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 105 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 106 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein after a CPI link structure has been initially created for a registered consumer product using said second Web-based subsystem, then a member of the product management team can create and deploy one or more MMVKs for the registered consumer product using said first Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs.

Claim 107 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein a supply-chain information management system, operably connected to the infrastructure of the Internet, is provided for importing said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into said UPN/URL database server.

Claim 108 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 109 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein said Web browser of the consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 110 (previously presented): The Web-based consumer product marketing communication network of claim 98, which further comprises said plurality of EC-enabled information servers, operably connected to the infrastructure of the Internet, for supporting said plurality of EC-enabled Web sites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs.

Claim 111 (previously presented): The Web-based consumer product marketing communication network of claim 98, which further comprises said plurality of Web-based information servers, operably connected to the infrastructure of the Internet, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK.

Claim 112 (previously presented): The Web-based consumer product marketing communication network of claim 110, which further comprises said plurality of Web-based information servers, operably connected to the infrastructure of the Internet, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to the consumer through said plurality of independently programmable display modes of each said MMVK.

Claim 113 (previously presented): The Web-based consumer product marketing communication network of claim 98, which further comprises a fifth Web-based subsystem for hosting a plurality of said MMVK tags listed in a Web-based MMVK Tag Library served on the WWW.

Claim 114 (previously presented): The Web-based consumer product marketing communication network of claim 113, wherein an authorized party can download one or more MMVKs tags listed in said Web-based MMVK Tag Library, for subsequent embedding in one or more HTML-encoded pages.

Claim 115 (previously presented): The Web-based consumer product marketing communication network of claim 98, wherein said second Web-based subsystem allows product management team members to register said plurality of consumer products with said Web-based consumer product marketing communication network.